

## **September, 2007 Business of the Month Holiday Inn Waterloo**

The Holiday Inn Waterloo has invested heavily in its facility, as well as the community, to help make Seneca County an attractive and welcome destination for visitors and business. The staff shares in the dedication to serving their guests, as well as being a part of the community. For their efforts, the Seneca County Chamber of Commerce is proud to recognize the Holiday Inn Waterloo as the September Business of the Month.

According to Jerry Arsenault, General Manager, \$1 million has been invested in renovations to the facility in recent months. Renovations include new floor and wall coverings, furniture, beds, and décor throughout the facility. Improvements to the suites include new LCD flat-panel televisions and HVAC units. More work is planned for October including painting of the outside accent pieces for a fresh look. The hotel has been open for 37 years, with the last renovation in 1998. The Holiday Inn hosted the Chamber's July Business After Hours in celebration of the hotel chain's 55<sup>th</sup> Anniversary this year.

The facility is truly a full service hotel and banquet facility, with 148 guestrooms and banquet space for up to 500 people, plus the Our Heritage Café and Buoys Lounge, which has entertainment each week. Amenities for hotel guests include; a fitness room with sauna-jacuzzi; outdoor, heated pool; business services, including free high speed internet access; and on-site laundry facilities. The facility can accommodate weddings, meetings and other private functions for groups of all sizes. Their main ballroom was the site of the Chamber's Annual Dinner in January. They also offer off-site catering services.

The management and sales staff work diligently to attract visitors to stay in Seneca County. Their new website, [www.hiwaterloo.com](http://www.hiwaterloo.com), contains comprehensive information about the facility, as well as links to area attractions and businesses. The staff carefully studies website marketing trends and makes regular changes to keep their site, and area resources, highly visible on internet search engines. The site includes details on their cross-promotional packages involving Waterloo Premium Outlets, motorcycle touring, wine trail tours and Silver Creek Golf Course. These efforts contribute significantly to the County's room tax revenues, which are used to promote Seneca County as a tourist destination to neighboring regions in New York State and throughout the northeast.

The Holiday Inn's efforts to support and promote the area go well beyond their marketing efforts. The business, and their staff, contributes to a number of community organizations. "The hotel needs to be in and a part of the community," said Arsenault. "In fact, it's our mission." Perhaps their most notable involvement is hosting the annual Taste of Spring, which benefits the United Way of Seneca County. The popular event features dozens of area restaurants and wineries offering samples of their products to hundreds of attendees. The Holiday Inn facilitates this community celebration each year by donating their facilities, food, and labor. Jerry noted that their employees donate their time and talents to many other functions and fundraisers. He attributes the businesses' success to the dedication and longevity of their staff.

Congratulations and thank you to the Holiday Inn Waterloo.